

Shorr Leveraged Sustainable Cold Chain Solutions & Co-packing Capabilities to Support Food Waste Reduction for Meal-Kit Delivery Company

shorr
CASE STUDY



- +** An emerging meal-kit delivery company needed a customized packaging solution that protected food quality and maintained food safety while reflecting their sustainability values. They were also looking to create a positive customer experience and reduce food waste. To achieve this, they needed a partner with expertise in sustainable solutions, thermal performance, and innovative packaging design. That's why they turned to Shorr. Together, we restructured their packaging to improve scalability, advance their sustainability initiatives, and optimize thermal performance to support future success.
- +** As a full-service custom packaging partner, Shorr's corrugated and graphic design teams combined packaging design expertise, collaborative consultations, and product sampling which provided the customer with a comprehensive, value-driven solution. We enabled the customer to preserve product quality, meet regulatory standards, optimize sustainability innovation, and design packaging that enhances end-user engagement.

Shorr's Approach

Customer Challenge

Aligning product quality, food safety, and customer expectations, while minimizing food waste without compromising brand integrity.

The Solution

Shorr designed a scalable, environmentally responsible packaging solution that provided the required temperature protection and leveraged Shorr's kitting capabilities to sustain supply demand.

The Impact

SAVINGS THROUGH USE OF SUSTAINABLE PACKAGING SOLUTION

65.79% REDUCTION IN UNITS AND MATERIALS

13,460 LBS. OF REDUCED WASTE

12.1 METRIC TONS OF CO₂E REDUCED

20,000 LBS. OF WEIGHT REDUCED IN TRANSIT

See why Shorr is the ideal partner for food distribution and meal-kit delivery

Shorr's custom solutions, with cold chain, and sustainability expertise, created a competitive advantage.



Shorr conducted comprehensive testing to achieve optimal thermal performance.

Prior to making a recommendation, Shorr worked with the meal delivery service to understand their operational goals. They needed packaging large enough to accommodate fresh produce up to 12 to 15 lbs. It became clear that the right approach was to redesign their packaging to meet thermal requirements while utilizing custom recyclable paper.

Why Food Distributors Partner with Shorr for Their Cold Chain Needs?

Shorr partnered with Creative Packaging to leverage their BioDrain Gel Pack Solution. BioDrain Gel Packs can be fully disposed of in sinks or used to garden as "plant food". Additionally, the film is store drop-off recyclable. Prior to switching to BioDrain Gel Packs, the distributors' previous gel packs yielded 13,460 lbs. of waste per year in gel and film that went to landfills.

The result of transitioning to the BioDrain solution:

- 3,360 cases of 96 oz gel packs = **322,560 oz**
- **65.79% reduction** of units and materials
- **About 2,747 person-days of waste** (using EPA 4.9 lbs/person/day)
- Landfill space saved: **~23 cubic yards**
- GHG emissions avoided: **~12 metric tons CO₂**
- $6.73 \text{ (tons)} \times 1.8 \text{ (emission factor)} = \textbf{12.1 metric tons CO}_2\text{e}$
- Passenger vehicles removed from road for 1 year: **2–3 vehicles**
- Household electricity use avoided: **2 U.S. homes' annual electricity use**
- **Returned 6.73 tons of material** to the circular economy

Shorr recommended two sustainable thermal options: TemperPack WaveKraft® and BioDrain Gel Packs. Using these solutions together, and transitioning away from traditional EPS insulation, helped reduce the customer's environmental impact by diverting 6.73 tons of materials from landfills. An additional benefit of transitioning to Wavekraft® was that it reduced CO₂ emissions by 43%, and its on-demand capabilities allowed Shorr to steadily produce the quantities needed.



- ✚ Our collaborative approach and testing process developed a comprehensive solution that helped reduce 13,460 lbs. of packaging waste.

Shorr's co-packing solution helped the customer sustain supply demand.

Shorr understood the importance of scalability and consistent supply for the emerging meal-kit company. We recommended ShorrPack, Shorr's co-packing and kitting program, which helped the customer successfully scale production to 10,000 to 15,000 kits per month while reducing transit weight by 20,000 lbs.

~20,000 lbs. material savings is equivalent to 7 cars out of landfills

With ShorrPack, we helped the customer increase throughput, improve workflows, and streamline inventory management. Shorr's ability to produce TemperPack WaveKraft® in-house enabled the distributor to optimize storage and further supply chain efficiency.

Implementing the sustainable solutions helped divert 6.73 tons of materials from landfills, and reduce CO₂ emissions by 43%.



Shorr's resources, along with our partnerships with industry leaders, deliver integrated corrugated design, cold chain, and sustainable solutions tailored to our customers' needs.

Brand integrity through custom corrugated design

Leveraging Shorr's custom corrugated design expertise enabled the meal-kit delivery company to explore innovative packaging options that aligned with their brand and values.

- +** The result: an integrated packaging design with sustainable components, visual appeal, and improved customer experience.

ShorrPack increased packaging efficiency

At Shorr, we take a holistic approach. The transition to ShorrPack enabled the meal-kit company to scale production of 10,000 to 15,000 kits per month, while continuing to focus on their products and keeping up with demand.



ShorrPack provided the customer with:

- SQF level-2 certified facilities
- Best-in-class warehouse and inventory management
- Improved workflow, material handling, and output
- Reduced multi-shift production
- Reduced storage and warehouse requirements
- Reduced workplace hazards and other risks

Cold chain solutions for optimal thermal protection

Shorr delivers reliable cold chain packaging solutions required to keep temperature-sensitive products safe, effective, and compliant from origin to destination. Implementing TemperPack WaveKraft® insulation and BioDrain gel packs enabled the company to protect quality while reducing waste, minimizing environmental impact, and advancing the company's sustainability initiatives.

If we could do any of this for your organization, wouldn't that be worth a call? (888) 885-0055

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